

**COLORADO RIVER RECOVERY PROGRAM
FY-1999 ANNUAL REPORT**

Project No.:12

I. Project title: Information and Education program.

II. Principal investigator:

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III. Project summary:

The Information and Education Program uses a variety of methods to inform targeted publics about endangered Colorado River fish and the Recovery Program. The I&E program was established in 1988 and has been responsible for the creation of a newsletter, brochure, fish identification card, poster, slide program, video, media kit, signs, historical report, permanent display, portable display, fishing license holder, information clearinghouse, annual report, media relations training packet and Web site. In recent years, the I&E effort has been expanded to include public involvement for all significant activities of the Recovery Program and has been working to set up a process for coordination and collaboration among these public involvement plans. The I&E program is ongoing for the duration of the Recovery Program. Connie Young, Information and Education Coordinator, resigned in November 1998. Debbie Felker was hired into this position effective July 12, 1999.

IV. Study Schedule:

Initial year: 1988.
Final year: Duration of Recovery Program.

V. Relationship to RIPRAP:

VI. INCREASE PUBLIC AWARENESS AND SUPPORT FOR THE ENDANGERED
FISHES AND THE RECOVERY PROGRAM.

Task VI.A. Conduct survey to measure public awareness of and attitudes toward
endangered Colorado River fish and the Recovery Program.

Task VI.B. Train Recovery Program managers and researchers in media relations.

Task VI.C. Plan and implement information and education activities for all significant Recovery Program actions, such as presentations, public meetings, public involvement training.

Task VI.D. Promote technical publication of study results.

Task VI.E. Produce, distribute and evaluate information and education products such as the newsletter and brochure; manage media relations including contacting reporters, producing news releases and fact sheets.

Task VI.F. Participate in development and circulation of educational exhibits about the Recovery Program and the endangered fish.

Task VI.G. Maintain Recovery Program technical library and library web page.

VI. Accomplishment of FY 99 objectives and tasks:

Tactic: I&E Committee and I&E Coordinator will meet with each public involvement plan principal investigator to monitor progress and make suggestions on progress of public involvement activities, providing technical assistance when appropriate.

Status: In the absence of an I&E Coordinator for more than seven months, this objective was not met and investigators assumed responsibility for their public involvement plans with minimal input from the I&E Committee and Recovery Program staff. At the July 1999 I&E Committee, Debbie Felker and Committee members discussed integrating public involvement plans into the actual work plans in the future. This will be finalized in FY 2000.

Tactic: Offer to pay public involvement training tuition costs for up to three key Recovery Program participants.

Status: This did not occur in FY 1999. Debbie Felker and two other Recovery Program participants will attend training in January 2000.

Tactic: Provide public information and involvement support for the key Recovery Program activities.

Status: In the last quarter of FY 1999, key public involvement activities have included securing extensive news media coverage of the installation of a fish barrier net at Highline Lake State Park and of stocking razorback suckers into the Gunnison River; hosting a luncheon meeting for key community leaders in Grand Valley as part of the Implementation Committee in August; participating in a CREDA-sponsored tour of program facilities in the Grand Valley for legislative staff; including information on the endangered fish in the State of Utah's Fishing Proclamation

published in November; and preparing testimony for the Acting Secretary of the Department of the Interior for the House Subcommittee Hearing on proposed long-term funding legislation.

Tactic: Maintain and update newsletter mailing list, to include all key publics.

Status: The list was periodically updated throughout FY 1999.

Tactic: Produce and distribute newsletter.

Status: One issue of the newsletter was produced and distributed in December 1998.

Tactic: Produce and distribute annual report.

Status: An annual report was not produced in FY 1999, however, it is scheduled for completion and distribution in Spring 2000.

Tactic: Produce and distribute fishing license holders and field identification card to anglers, fishing groups and license agents.

Status: Fishing license holders were reprinted and distributed early in FY 1999. Supplies were quickly diminished and the Recovery Program continues to receive requests for this popular item. In setting priorities for FY 2000, the I&E Committee recommended reprinting the license holders if funds are available. The I&E Committee also recommended printing a bookmark to replace the field identification card.

Tactic: Produce signs about endangered fish for posting along rivers in Utah and Colorado.

Status: No signs were ordered in FY 1999. The Recovery Program has a request for signs from UDWR and will purchase them in FY 2000 as funds permit. NOTE: A permanent interpretive exhibit about the endangered fishes of the Upper Colorado River for Brown's Park National Wildlife Refuge was funded in FY 1999. It will be installed in FY 2000. This was a cooperative effort between the Recovery Program and the U.S. Fish and Wildlife Service's Refuges Program.

Tactic: Produce Congressional briefing packet for distribution to members of Congress and their staff.

Status: The Congressional briefing packet was completed and distributed in March 1999.

Tactic: Write and distribute news releases on newsworthy Recovery Program topics.

Status: In her first five months with the Recovery Program, Debbie Felker combined orientation visits to Grand Junction and Vernal with efforts to secure additional publicity for the Recovery Program. With the help of staff in the field, she secured extensive print and broadcast news media coverage of the installation of the fish barrier net at Highline Lake State Park and stocking of razorback suckers into the Gunnison River. News releases requesting citizens to lease private ponds in which to raise endangered fish generated more than two dozen promising leads.

Tactic: Write and distribute op-ed pieces.
 Status: No op-ed pieces were generated.

Tactic: Meet with key reporters and editors to discuss local Recovery Program issues and projects.
 Status: Since joining the Recovery Program, Debbie Felker has introduced herself to print and broadcast news reporters, updated contact lists and is maintaining ongoing contact. Although no personal meetings were held, Recovery Program staff continued to respond to news media inquiries in a timely manner.

Tactic: Maintain Recovery Program World Wide Web site on endangered fish and the Recovery Program.
 Status: The Recovery Program's public Web site was updated to reflect the Colorado squawfish name change. A link was established from this site to the program participant's web page and the password removed. Plans are under way to update the public site in FY 2000.

Tactic: Obtain stock videotape footage of key Recovery Program activities.
 Status: In September 1999, a professional videographer filmed all Recovery Program locations in the Grand Junction area. This footage will be used to produce a 10-minute video on Recovery Program activities in the Grand Valley. Anticipated completion date: February 2000. Slides and digital photos were also taken of Recovery Program facilities in Grand Junction and Vernal.

Tactic: Produce and distribute Recovery Program status report on key activities.
 Status: The status report was not produced. In reviewing Recovery Program I&E tactics, the I&E Committee recommended that the status report be replaced by the Recovery Program newsletter, program coordinator's updates and the annual report.

Tactic: I&E Coordinator to meet with each committee to discuss I&E activities.
 Status: Since joining the Recovery Program staff, Debbie Felker has participated in all Management and Implementation Committee meetings. She has staffed one I&E Committee meeting.

- VII. Recommendations: All Recovery Program printed materials need updating to reflect the Colorado squawfish name change and to include current program activities. This is an excellent opportunity to develop a coordinated look with print collaterals that can be customized to various audiences at minimal cost. The overall planning of public involvement activities should be carefully reviewed and revised as needed to ensure effective and efficient implementation and evaluation. Partnerships with government and private organizations should be sought to accomplish I&E goals related to raising public awareness of Recovery Program efforts.

On-track and ongoing.

IX. FY 99 Budget:

- A. Funds Provided: \$24,000
- B. Funds Expended: We anticipate that we have additional FY 99 carry-over, but we are still working to identify exactly how much.
- C. Difference: To be determined.
- D. Percent of FY 99 work completed and projected costs to complete: Several planned I&E projects were not completed due to the absence of an I&E Coordinator. The Recovery Program is working to identify carryover funds to complete those projects in FY 00.
- E. Recovery Program funds spent for publication charges: Not applicable.

XI. Signed: Debbie Felker December 7, 1999
Info. & Education Coordinator Date